

AFRICAN AMERICAN SMOKING CESSATION PROJECT

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Project Manager

This project aims to reduce the number of smokers among the African Americans in Los Angeles County. Currently in the development stage, this project will involve the following activities:

- Needs Assessment to determine the need for smoking cessation in the African American population, the role of tobacco in the African American culture, the most effective method for learning among the African Americans, and the setting most conducive to learning (proposed time frame: 3-6 months).
- Development of pilot projects based on evaluation of needs assessment. The pilot projects will utilize three approaches: 1) the classroom approach adapted from existing American Lung Association materials, 2) counseling for those who prefer self-help materials, and 3) presentations on tobacco and health effects of smoking to business and community agencies (proposed time frame: 1-2 months).
- Testing of pilot projects among the target groups (proposed time frame: 6-8 months)
- Development of modified program based on evaluation of pilot projects (proposed time frame: 1-2 months)
- Implementation of modified program
- Ongoing evaluation of modified program

Proposed Schedule Plan

Activity	1990			1991											
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Needs Assessment															
Development of pilot project															
Testing of pilot projects															
Dev. of modified program															
Implementation/Evaluation															

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